1999 Communications and Customer Service Conference

November 2 - 4

TRACK 3

Marketing

W303 – a. DoD IG – Assessment of the TRICARE Marketing Program, (Project No. 9LF-5028)

b. Marketing DoD IG Reccommendations Under 3.0

Ms. Ernestyne Forbes

Director – TRICARE Marketing Office (MA&M)

MARKETING DOD/IG RECOMMENDATIONS UNDER 3.0

Ernestyne T. Forbes

Director, TRICARE Marketing Office (MA&M)

URRENT PRACTICES

- Marketing Handled At All Levels Within MHS
  - TMA -
  - Office of Surgeons General
  - Lead Agents
  - MTFs
  - MCSC

CHANGES - 3.0

- What is 3.0
- All Marketing Materials Provided By TMA Marketing Office
- Same Concept As Used For FEHBP, TSP & TRP

ROLE OF MCSC

- Add Regional Specific Information
- Responsible For Distribution Of Materials
- Market To All Appropriate Audiences

.OLE OF MCSC CONT'D

- DOD Will Have Title To & Unrestricted Rights To Marketing Materials
- MCSC Will Provide Electronic & Paper Copies of Marketing Materials
- Printing Specs Must Be Provided

RESULTS OF 3.0 CHANGES

- Marketing Materials Must:
  - Communicate Consistent Message & National Image
  - Minimize Variations In:
    - Content Of Marketing Materials
    - Appearance Of Marketing Materials
    - Quality Of Information Provided

RESULTS OF 3.0 CHANGES CONT'D

- Marketing Resources Used More Effectively
- Performance Measures Implemented

NEXT STEP

- **Issue Directive & Implementing Instructions**
  - Define TRICARE Marketing
  - Describe Marketing Goals & Objectives
  - Outline Roles & Responsibilities
  - Implement Performance Measures

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